



ANALYSIS OF CONSUMER BEHAVIOR TOWARDS DECISION TO PURCHASE “TAHU” AT UD MAKMUR ETERNAL

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ABSTRACT

Consumer behavior can be said to be something unique, because the tastes and attitudes towards each person's object are different. In addition, consumers come from several segments, so what is desired and needed is also different. The benefits gained from this study are to provide information on how much influence purchasing decisions have on consumer behavior and consumer behavior.

The method of collection in research uses observation, interview, dissemination of questionnaires, and documentation. The number of samples of 30 respondents obtained using accidental sampling.

The test results showed that the total consumer behavior of the end showed with a total distribution of taste and texture variables (X1) of 0.464 or 46.4% of product display variables (X2) of -0.077 or -77% variable accessibility level (X3) of 0.481 or 48.1% variable price (X4) of 0.051 or 51% of service and hospitality level variables (X5) of 0.051 or 51% against consumer behavior variables (Y) with final total results shown by a determination or test coefficient (R) of 0.659 or 65.9% and sisnya was influenced by another research test (F) of 45,810. The number of variable contributions that are dominant variables affecting consumer behavior is the accessibility level variable (X3) of 0.481 or 48.1%.



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1. Introduction

The development of the world today is running rapidly, which creates increasingly tight competition. This requires producers to be more sensitive to existing changes, both political, socio-cultural, and economic. The requirements that must be met by a company in order to be successful in competition are trying to achieve the goal of creating and maintaining consumers by creating a good image in the eyes of the consumers themselves (Ariananda, 2012) .

Consumer behavior can be said to be something unique, because each person's taste and attitude towards objects are different. In addition, consumers come from several segments, so what is desired and needed is also different.

Income and education levels affect consumer behavior, because the better the economy or income of consumers, the more they will choose products with better quality. Meanwhile, better education of consumers will cause consumers to be more careful in consuming a product. The majority of consumers know that Djadi Sari is highly educated and has a high income.

No	Subdistrict	Number of tofu distributors				
		2015	2016	2017	2018	2019
1	Pagar	35	41	36	40	52
2	Cendono	36	42	41	45	61
3	Sumbersuko	77	81	83	83	86
4	Sengon	48	37	40	42	53
5	Tugasanda	45	44	45	49	65
Total		243	247	249	229	256

By knowing consumer behavior, companies can find out the opportunities that may be achieved or achieved so that they can determine the right target market for the company. To find out the factors that influence consumer behavior in purchasing tofu products in this study were analyzed using factor analysis with the aim of knowing consumer responses to tofu product attributes, it is important to understand consumer behavior in depth. Consumer behavior is influenced by factors that become the quality of tofu products and tofu purchasing decisions. This is what then encouraged the author to conduct research that will examine the behavior of tofu product consumers at UD Makmur Abadi.

2. Literature Review

Production Process Theory

The production process is divided into 2 types, namely continuous production processes, namely producing products in a long period of time without experiencing changes, so the process becomes continuous as long as the same type of product is worked on. Continuous production processes have products with large volumes but few varieties. The second is intermittent production processes, *namely* producing goods in a short period of time, and then changed or prepared again to produce other products, so the process is intermittent depending on the product being worked on. This intermittent process has products with low volumes but many varieties. The production process is a method and technique for creating or adding to the usefulness of goods or services by using existing resources (labor, machines, materials and funds) (assuari, 1993)

So from the above understanding, we can see that the production process is an activity or series that are interrelated to provide value or increase the utility value of an item. The production process that aims to provide value to an item can be seen in the production process that processes raw materials into semi-finished or finished goods. The production process that aims to add value or utility to an item or service can be seen in the production process that changes semi-finished goods into finished goods.

A good production process where all production is calculated to be as minimal as possible to obtain high quality results in accordance with current market demand and in accordance with the goals of all companies, namely to obtain maximum profit, both in financial and non-financial forms.

According to the type of process, the production process can be classified as follows:

a. Continuous production processes

A production process where there is a definite and unchanging sequence pattern in the production process carried out by the company concerned from raw materials to finished goods.

b. Intermittent production processes

A production process where there are several patterns or sequences of production implementation in the company concerned from raw materials to finished products.

c. Mixed production process

This production process is a combination of continuous and intermittent production processes combined to utilize full capacity.

Marketing

According to (Kotlerp.d., Marketing Management, 2008) marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely maintaining products and services that are valuable to others.

According to *the American Marketing Association (AMA)*, marketing is an organizational function and a series of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Tofu Product Theory

Various processed soybeans in a region through the application of appropriate technology, allow people to choose and consume increasingly diverse foods. This can support food security, nutritional adequacy for the community and open up entrepreneurial opportunities. One of the soybean processed foods that is popular with the community is tofu. Tofu is a food originating from China which was first discovered by Liu An in 164 BC. Tofu has a fresh taste, is white or yellow (if colored) with a soft and mushy texture and has high digestibility (Rahmat Rukmana, 2014).

(Sarwono, 2004) Tofu is traded with various shapes, sizes and names. In addition to white tofu or regular tofu, in the market there are also various commercial tofus that have names and characteristics, for example Sumedang tofu, Bandung tofu, Chinese tofu, yellow tofu, takwa tofu, and silken tofu.

a. White Tofu

White tofu is one type of tofu that is commonly found in the market. This type of tofu is processed from white soybeans without any additional color in the processing process such as tofu takwa or yellow tofu or Kediri tofu which in the manufacturing process there is the addition of yellow coloring.

b. Sumedang Tofu

Sumedang tofu is also called pong tofu or skin tofu. This tofu is sheets of white tofu about 3 cm thick with a soft and chewy texture. This tofu is stored in a container filled with clean water. White tofu that is ready to be processed is usually cut into small pieces before being fried. Sumedang tofu is usually consumed as a snack.

c. Bandung Tofu

Bandung tofu is square in shape, has a slightly hard and chewy texture, its color is yellow because it has been soaked in turmeric water, the tofu is fried by brushing a little oil on the pan.

d. Chinese Tofu

Chinese Tofu is a white tofu with a denser, smoother and chewier texture compared to regular tofu. Its size is around 12 cm x 12 cm x 8 cm. The size and weight of the tofu are relatively uniform because the manufacturing process is molded and pressed by machine. In its manufacture, sioko (calcium sulfate) is used as a coagulant for soy protein.

e. Yellow Tofu

Yellow tofu is a tofu that is similar to Chinese tofu. It is thin and wide. The yellow color of the tofu is due to the turmeric solution. This tofu is widely used in Chinese cuisine.

f. Know Your Piety

Tahu takwa is a typical tofu from Kediri, East Java. When massaged, the tofu feels solid. The process of processing tahu takwaa is basically the same as ordinary tofu, there are only differences in its treatment, especially in soaking soybeans and pressing tofu. The raw material is selected from local soybeans with small seeds. The coagulation of soybean juice uses vinegar. Before being marketed, tahu takwa is cooked or dipped for a few minutes in boiling turmeric water so that the color turns yellow. Tofu is sold and stored in a dry state without needing to be soaked in water like ordinary white tofu.

g. Silken Tofu

Silken tofu, usually found in supermarkets. This tofu is very soft and tender. This tofu is easily damaged so it must be processed immediately. However, now the manufacturing process is more modern so that the product lasts longer. Therefore, silken tofu is now also called *long life tofu*. This tofu from Japan is usually consumed as a dessert.

Consumer Behavior Theory

As the economy and technology advance, so do the strategies that companies must implement, especially in the marketing sector. Therefore, companies need to understand or study consumer behavior in relation to purchases made by consumers. In determining what type of product or service is needed, this is called consumer behavior.

Consumer behavior itself is the actions of individuals who are directly involved in obtaining, using and determining products and services, including the decision-making process that precedes and follows these actions (Engel J. F., 1994).

(Kotler PD, Marketing Management, 2008) Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their wants and needs.

(c. Mowen, 2002) consumer behavior is defined as the study of purchasing units *and* exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas.

According to (Kanuk, 2008) consumer behavior is defined as the behavior shown by consumers in searching for, buying, using, evaluating and consuming products and services that they hope will satisfy their needs.

From this understanding it can be seen that understanding consumer behavior is not an easy job, but rather difficult and complex, especially due to the many variables that influence and these variables tend to interact with each other. However, if this can be done, the company concerned will be able to achieve much greater profits than its competitors, because by understanding consumer behavior, the company can provide better satisfaction to its consumers (Kotler pk, 2007).

Buying decision

As explained that consumer behavior has tried to understand how consumers search, buy, use, evaluate, and spend products and services. Each consumer makes various decisions about searching, buying, using various products and brands at any given period.

Various decisions about life activities often have to be made by every consumer every day. Consumers make decisions every day or every certain period without realizing that they have made a decision. The discipline of consumer behavior tries to study how consumers

make decisions and understand what factors influence and are involved in making these decisions (Sumarwan, 2011).

A person's or consumer's purchasing decision is influenced by consumer behavior. Companies must recognize consumer behavior to find out what consumers need, so that companies are expected to always meet consumer needs that will have an impact on loyalty. According to (Kotler PD, Marketing Management, 2007) purchasing decisions are stages in the buyer's decision-making process where consumers will actually buy. Based on the purpose of the purchase, consumers can be classified into two groups, namely end consumers (individuals) and organizational consumers (industrial consumers, intermediary consumers, business consumers). End consumers consist of individuals or households whose ultimate goal is to meet their own needs or for consumption. While organizational consumers consist of organizations, industrial users, traders and non-profit institutions whose purchasing goals are for business purposes or to improve the welfare of their members.

3. Methodology

The method used in this study is the field survey method. The results of the research survey were then analyzed descriptively by focusing on solving existing problems in actual terms. The data used are primary data and secondary data that are qualitative. The types of data used are primary data and secondary data.

4. Results and Discussion

In this section, please explain clearly and in detail the results of the research and at the same time provide a comprehensive discussion. The results can be presented in the form of images, graphs, tables and others that make it easier for readers to understand. The discussion can be made in several sub-chapters.

Multiple linear regression analysis test

Consumer behavior regression test

Table 4 14 Multiple Linear Regression Test of Consumer Behavior

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.089	.204		.436	.664
X1	.492	.098	.464	5.019	.000
X2	-.082	.107	-.077	-.762	.448
X3	.501	.086	.481	5.814	.000
X4	.055	.097	.051	.569	.570
X5	.057	.099	.053	.571	.572

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	41.516	4	10.379	45.810	.000 ^b
Residual	21.524	95	.227		
Total	63.040	99			

a. Dependent Variable: Y1

b. Predictors: (Constant), X5, X4, X3, X1, X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.644	.476

a. Predictors: (Constant) X5, X4, X3, X1, X2

Sumber: hasil analisa SPSS

Based on the table above, it can be seen that all independent variables have significant values. The results of the regression test have a coefficient of determination (R^2) of 0.659 on purchasing decisions. This means that the variables forming the regression equation are able to explain the influence on purchasing decisions, namely the variables of taste and texture, product appearance, level of accessibility, price of tofu and level of service and friendliness of 65.9% and the rest is influenced by other factors from this study.

Then to do the most dominant independent variable on consumer behavior can be done by comparing the standardized regression coefficient (beta) between one variable and another. To compare the regression coefficient of each variable as follows:

Summary table of regression analysis results on suitability variables for consumer behavior

Ranking	Variables	Standardized beta coefficient
1	Accessibility level (X3)	0.481
2	Taste and texture (X1)	0.464
3	Level of service and friendliness (X5)	0.053
4	Tofu price (X4)	0.051
5	Product view (X2)	-.077

Source: SPSS analysis results

Based on the table above, the accessibility level variable (X3) is the variable that has the largest standardized regression coefficient of 0.481, meaning that the suitability of land use can be resolved most influenced by the accessibility level (X3), a high regression coefficient means that the level of influence of this factor has a very significant effect on consumer behavior.

5. Conclusion

From the results of data analysis and discussion that have been carried out in the previous chapter regarding the plumbing installation system, air installation system, lighting installation system, and mobility/lift installation system, the following conclusions can be drawn regarding the feasibility of building utility facilities:

1. The contribution of the taste and texture variables (X1) is 0.464 or 46.4%, the product appearance variable (X2) is -0.077 or -7.7%, the accessibility level variable (X3) is 0.481 or

48.1%, the tofu price variable (X4) is 0.051 or 5.1%, the service and friendliness level variable (X5) is 0.051 or 5.1% to the consumer behavior variable (Y) with the final total results indicated by the determination coefficient or test (R) of 0.659 or 65.9% and the rest is influenced by other research tests (F) of 45.810.

2. The magnitude of the variable contribution that the dominant variable that influences consumer behavior is the accessibility level variable (X3) is 0.481 or 48.1%.

From this research, the author puts forward several suggestions, namely:

1. From the results of this research, it is hoped that we can find out the level of accessibility of services at UD Makmur Abadi.

Based on the results above, the price of tofu has a very low value, this shows that the price of tofu is not very economical.

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